

整合行銷 Integrated Marketing

創造超高人氣企業代言玩偶「Open小將」 Open每一刻喜悅
Open Chan - the most popular cartoon spokesperson
Open Chan shares our every moment of happiness



便利商店業界首創的企業代言玩偶－

「Open小將」於2005年7月11日
誕生！透過來自Open星球、愛吃
御飯糰的小狗「Open小將」，

7-ELEVEN與民衆的互動將不再是制式

化溝通方式，而是更深層的情感交流。Open小將
可愛鮮明的形象，展現了7-ELEVEN親切的服務精神與
態度，也將最流行的新商品及服務介紹給消費大眾並推
出很多深受小朋友及成年人喜愛的週邊商品。隨著
OPEN小將與家族成員人氣指數持續攀升，除了推出首
張音樂大碟，同時跨足飯店產業、百貨購物中心、餐飲
產業與主題樂園，不但展現各種創新的行銷模式，也不
斷為眾多粉絲創造更多生活的驚奇與喜悅。

Open Chan, the first cartoon spokes-
person in the convenience retailing
industry of Taiwan, was born on
July 11th, 2005. Open Chan is a dog
who comes from the Open planet and
who loves to eat onigiri. In launching

Open Chan, 7-ELEVEN takes itself to a new level of
connecting emotionally with our consumers. With its
distinct and loveable image, Open Chan showcases the
friendly spirit of 7-ELEVEN while introducing new products
and services to consumers and releasing peripheral prod-
ucts loved by children and adults. With the popularity of
Open Chan and its growing fan base, Open Chan's first
music album was released. Based upon Open
Chan's success, 7-ELEVEN ventures into the hotel and
restaurant business with Open Chan as the theme. Fur-
thermore, a shopping mall as well as a theme park fea-
turing Open Chan were opened. These are the perfect
illustrations of an innovative marketing model which has
again pleasantly surprised the 7-ELEVEN supporters.

創新靈活行銷手法 形成傳遞幸福的全民運動

Innovative and Flexible Marketing Strategies –
a nationwide movement which generates happiness



7-ELEVEN首創全店活動行銷模式，
自2005年推出了全台便利商店有史以來最大的「
Hello Kitty 3D磁鐵整合行銷活動」，一舉掀起了台灣最
瘋狂的Hello Kitty熱潮，之後陸續引進了包括台、日、
歐、美等國多種知名卡通代言玩偶，集點方式從消費滿
額送，逐步發展出集點兌換、加價購、兌換商品等形式
，兌換商品選擇也從7-ELEVEN延伸到關係企業、甚至
到集團以外的品牌，不僅創造零售服務業中首見行銷模
式，更吹起一股如「全民運動」般的蒐集旋風，帶給消
費者的不僅是收集過程的驚喜與滿足感，也透過共同話
題拉近親子、友伴間的情感交流，讓7-ELEVEN除了提
供便利，更成為散播歡樂與溫暖價值的泉源，締造了成
功的感性行銷新境界。



7-ELEVEN initiated the most successful store-wide market-
ing campaign in the history of Taiwan convenience retail-
ing in 2005 by launching the largest Hello Kitty 3D Magnet
Integrated Marketing Campaign, in which Hello Kitty
magnets serve as incentives to encourage consumers to
shop at 7-ELEVEN. The campaign swept the island by a
storm and became a huge hit. Subsequently, well-known
cartoon figures from Taiwan, Japan, Europe, and the US
were also introduced as collectibles. The basics behind the
integrated marketing model was that when shopping,
consumers received stickers for a certain amount of
purchase. In the beginning, once the consumers accumu-
late a certain number of stickers, they can exchange
stickers for collectibles. The campaign further developed
and customers could buy collectibles at an additional price
or exchange stickers for other 7-ELEVEN merchandise. This
instant success then spilled over to businesses in the PCSC
Group, and even to other brands, generating a fad rarely
seen in convenience retailing and giving birth to a nation-
wide popular movement of collecting 7-ELEVEN collect-
ibles. To consumers, what matters the most is not just the
surprise and satisfaction which comes with the exchange
for collectibles, but also the bonding which occurs by
talking to their children/parents or friends about experi-
ence. In turn, 7-ELEVEN has undergone a facelift from
providing merely convenience to creating fulfilling and
valuable experiences. This, we believe, is the perfect
example of emotional marketing.